

ANALYSIS OF GRANTS MADE TO THE NAEB
(Since circa January 1, 1951)

GRANTS FROM THE W. K. KELLOGG FOUNDATION

Original Five-Year Grant (1951) - \$245,350.00

	Capital Outlay <u>Non-Recurring</u>	<u>Network</u>	<u>Headquarters</u>	<u>Total</u>
1951-52	\$19,350.00	\$21,500.00	\$34,000.00	\$74,850.00
1952-53		16,500.00	34,000.00	50,500.00
1953-54		11,500.00	34,000.00	45,500.00
1954-55		6,500.00	34,000.00	40,500.00
1955-56			34,000.00	34,000.00
TOTALS	<u>\$19,350.00</u>	<u>\$56,000.00</u>	<u>\$170,000.00</u>	<u>\$245,350.00</u>

Subsequent Grant, February 4, 1954 For:

Network equipment, travel funds, Associate

Director, Tapes

TOTAL

\$32,000.00

Additional Grant, January 24, 1955 For:

Associate Director (1955-56)

TOTAL

\$ 8,743.00

Current (3-year) Grant, 1956-1959, For:

Headquarters office expense, salaries

TOTAL

\$141,000.00

Combined Kellogg Grants

1951-52	\$19,350.00	\$21,500.00	\$34,000.00	\$74,850.00
1952-53		16,500.00	34,000.00	50,500.00
1953-54	15,000.00	11,500.00	41,000.00	67,500.00
1954-55		6,500.00	44,000.00	50,500.00
1955-56			42,743.00	42,743.00
1956-59			141,000.00	141,000.00
TOTALS	<u>\$34,350.00</u>	<u>\$56,000.00</u>	<u>\$336,743.00</u>	<u>\$427,093.00</u>

GRANTS FROM THE FUND FOR ADULT EDUCATION

Programming*

Grant to Mr. Ralph Lowell (as trustee) for
the NAEB for production of outstanding
radio programs (1951-52) \$450,000.00

**Grants-in-Aid (to be awarded to educational
stations to aid in production of outstanding
programs)

1952 (Radio & TV)	\$80,000.00	
1953 (Radio & TV)	<u>80,000.00</u>	160,000.00
Total		<u>\$610,000.00</u>

*Funds for these programs, all of which won national and international prestige for the Kellogg-supported NAEB Network, were secured on a project basis which enabled educational radio to win new support and respect, redounding to the credit of both organizations.

**Subsequent to 1953 funds for Grants-in-Aid have been received from the ETRC.

TV Monitoring Studies

1951-52	\$28,000.00
1953	12,500.00
1954	<u>12,500.00</u>
Total	<u>\$53,000.00</u>

Professional Advancement

NAEB ETV Production Workshops		
1953	\$12,000.00	
1954	<u>12,000.00</u>	
1955	<u>12,000.00</u>	\$36,000.00
NAEB ETV Engineering Workshops		
1954	\$ 8,000.00	
1955	<u>8,000.00</u>	16,000.00
NAEB ETV Scholarships/Fellowships		
1954	\$ 6,300.00	
1955	<u>6,300.00</u>	12,600.00
NAEB ETV Management Seminar (1953)		<u>5,000.00</u>
Total		<u>\$69,600.00</u>

Professional Services

NAEB ETV Engineering Service		
1954-55	\$30,000.00	
1955-56	<u>30,000.00</u>	\$60,000.00
NAEB ETV & Radio Placement Service		
1954-55	\$ 7,000.00	
1955-56	<u>8,500.00</u>	15,500.00
NAEB Management Relations Service		
1954-55	\$ 7,000.00	
1955-56	<u>7,000.00</u>	14,000.00
NAEB Consultant Teams		<u>7,500.00</u>
Total		<u>\$97,000.00</u>

Miscellaneous

Lincoln Lodge TV Seminar (1953)	\$10,000.00
*Study Grant to NAEB Executive Director, Harry J. Skornia (1953)	956.00
TOTAL	<u>\$10,956.00</u>

*To enable the new Executive Director to familiarize himself with the personnel and operations at NAEB member stations throughout the country after a two year absence from the United States.

FAE GRANTS ADMINISTERED BY THE NAEB

Pacifica Foundation (1953)	\$30,000.00
----------------------------	-------------

FAE SUMMARY

Programming	\$610,000.00
TV Monitoring Studies	53,000.00
Professional Advancement	69,600.00
Professional Services	97,000.00
Miscellaneous	10,956.00
Grants Administered by the NAEB	<u>30,000.00</u>
TOTAL	<u>\$870,556.00</u>

OTHER GRANTSEdward L. Bernays Foundation (1953)

N. Y. Educational Institute of the Air	-
TOTAL	\$ 2,509.64

Anonymous Donor (1953)

Chicago Radio Project (Literature Series)	
TOTAL	\$ 5,000.00

Rockefeller Foundation (1954)*

Poetry Project	
TOTAL	<u>\$ 9,970.00</u>
GRAND TOTAL	<u>\$17,479.64</u>

*This does not include the first two grants from the Rockefeller Foundation to the NAEB through the University of Illinois. These grants, in the amount of \$6,380.00 and \$7,700.00 respectively, made possible what education and educational broadcasters now refer to as the First and Second Allerton Seminars, held in 1949 and 1950, respectively.

NAEB AD HOC (JCET) COMMITTEE

Funds raised by the NAEB Ad Hoc Committee to finance activities on behalf of educational television before the JCET was formally constituted.

Through services of Oram & Rich	\$25,678.59
From the Whitney Fund	1,850.00
From the Old Dominion Fund	<u>5,000.00</u>
TOTAL	<u>\$32,528.59</u>

FORD FOUNDATION GRANT 1956-67 FISCAL YEAR

Engineering Services	\$30,000.00
Management Consultant Services	5,000.00
Workshops and Seminars	16,000.00
Placement Service	7,000.00
Fellowships and Scholarships	6,000.00
Workshop Grants-in-Aid	18,000.00
ETV Station Consultant Service	10,000.00
Editorial Publications Study	2,000.00
TOTAL	<u>\$94,000.00</u>

RECAPITULATION OF ALL GRANTS & FUNDS RAISED

W. K. Kellogg Foundation	\$427,093.00
Fund for Adult Education	870,556.00
Other Grants	17,479.64
NAEB Ad Hoc Committee	32,528.59
Ford Foundation Grant 1956-57	<u>94,000.00</u>
TOTAL	<u>\$1,441,657.23</u>

Not included are Grants-in-Aid from the Educational Television and Radio Center to NAEB member-stations for radio program upgrading since from 1954 on these were handled directly from the Center with the stations; however, the NAEB handled publicizing, selection and recommendation, and distribution. This has so far amounted to \$42,000.00 per year (\$126,000.00).

During this same period, increasing contributions from member stations were levied for dues, radio network fees, and other materials distributed, as the following table reveals:

SELF SUPPORT

Approximate Income from NAEB member institutions (dues, radio network fees) and for materials sold during last five fiscal years:

1952-53	\$ 10,900.00
1953-54	19,750.00
1954-55	38,575.00
1955-56	41,400.00
1956-57	47,900.00

APPENDIX A

ANALYSIS OF NAEB MEMBERSHIP

Summary of Membership as of January 1, 1957:

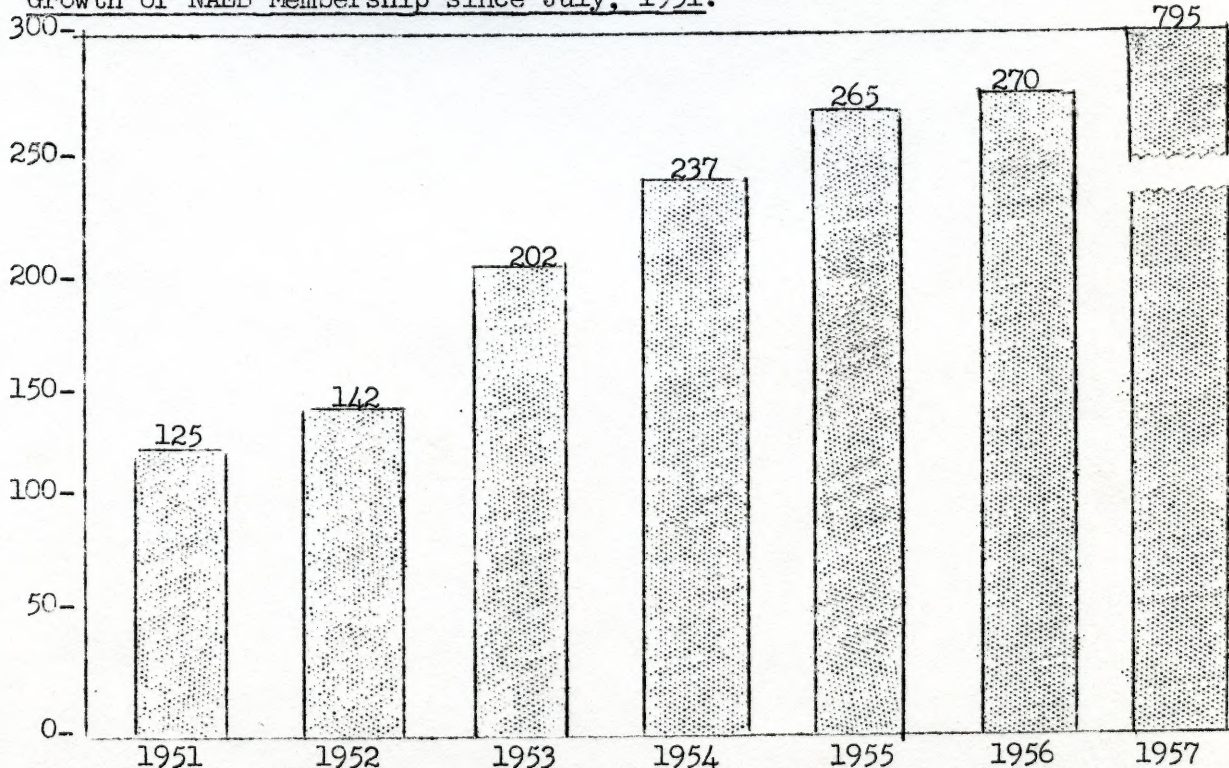
Active Members	120
Associate Members	85
Affiliate Members	77
Honorary Members	3
Individual Members (former AERT and new)	510
Total	<u>795</u>

Analysis of Facilities Operated by NAEB Members (Includes CP's):

Radio - AM Only	12
Radio - FM Only	80
Radio - AM & FM	6
TV Only	12
TV, AM & FM	4
TV & FM	6
Total Active Membership	<u>120 (1)</u>

- (1) Due to operation of more than one station (radio and/or television) these 120 members operate, or have construction permits for, 152 stations.
- (2) NOTE: In October all AERT members in good standing became individual members of the NAEB. At the same time all individuals who held affiliate memberships were changed to individual members, the affiliate category now including only organizations.

Growth of NAEB Membership since July, 1951:



Membership figures are as of July 1 of each year indicated.

Scanned from the National Association of Educational Broadcasters Records
at the Wisconsin Historical Society as part of
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,
University of Wisconsin-Madison Department of Communication Arts,
and Wisconsin Historical Society.

Supported by a Humanities Collections and Reference Resources grant from
the National Endowment for the Humanities



Any views, findings, conclusions, or recommendations expressed in this publication/collection do not necessarily reflect those of the
National Endowment for the Humanities.